

# preprints

Preprint insertions offer a variety of preprint styles and options, which advertisers can use to target their best customers. Over 80% of daily newspaper readers read the inserts.\*

## RATES

### INSERTIONS PER YEAR

	1-12	13-38	39+
4 Tab	\$72/m	\$60/m	\$50/m
8 Tab	\$76/m	\$66/m	\$56/m
12 Tab	\$83/m	\$71/m	\$60/m
16 Tab	\$87/m	\$76/m	\$66/m
20 Tab	\$92/m	\$81/m	\$70/m
24 Tab	\$97/m	\$87/m	\$76/m
28 Tab	\$102/m	\$91/m	\$81/m
32 Tab	\$107/m	\$97/m	\$87/m
36 Tab	\$112/m	\$101/m	\$91/m
40 Tab	\$117/m	\$107/m	\$97/m

Single Sheet.....\$47/m RVM.....\$50/m

**DEADLINES:** Reservation required 6 days prior to insertion.

**DELIVERY:** The Clinton Herald  
221 6th Ave. S.  
Clinton, IA 52733

**PHONE:** (563) 242-7101

**FAX:** (563) 242-7147

**EMAIL:** rgutierrez@cnhi.com

## ADWRAPS

Ad Wraps is a term used to describe the wrapping of a newspaper section or insertions in an advertising message. They are 6 column x 20.5" broadsheet pages on 60# newspaper, advertising on both sides. Color is available. Contact your account executive for more details.

# Mechanics

Standard Advertising Unit (SAU) widths.  
Image area is 9.89" by 20.5" for Retail & Classifieds.

### RETAIL WIDTHS

1 column = 1.544"  
2 columns = 3.213"  
3 columns = 4.882"  
4 columns = 6.552"  
5 columns = 8.221"  
6 columns = 9.89"  
Double Truck = 20.875"

### TABLOID WIDTHS

1 column = 1.922"  
2 columns = 3.942"  
2.5 columns = 4.95"  
3 columns = 5.961"  
4 columns = 7.981"  
5 columns = 10"

### CLASSIFIED WIDTHS

1 column = 1.544"  
2 columns = 3.213"  
3 columns = 4.882"  
4 columns = 6.552"  
5 columns = 8.221"  
6 columns = 9.89"  
Double Truck = 20.875"

### ADWRAP SIZES

Single Pg Tab = 10"x 9.89"  
Adwrap H = 20.875"x 9.89"  
Adwrap V = 9.89"x 20.875"

# Electronic Files

### PROGRAMS ACCEPTED:

- Adobe InDesign CS6 or less
- Adobe Photoshop CS6 or less
- Adobe Illustrator CS6 or less
- QuarkXPress 8.0 or less
- Adobe Acrobat PDF Files

*All electronic files must be in by the deadline stated in this rate card.*

- PDF files must have ALL fonts embedded. **All files need to be in Grayscale or CMYK color mode as well.**
- Illustrator EPS and Illustrator files are accepted with fonts and artwork embedded (please convert all text to outlines).
- Quark XPress/Adobe InDesign Files: Include all artwork. Hard copy (included or faxed). Fonts may be included, but most likely will be substituted for similar fonts from our library. Windows fonts will be substituted.

# Deadlines

Please send us your ad copy by the deadlines below.

**MONDAY AD**  
WEDNESDAY BY 12PM  
**TUESDAY AD**  
THURSDAY BY 12PM  
**WEDNESDAY AD**  
MONDAY BY 12PM  
**THURSDAY AD**  
MONDAY BY 12PM  
**FRIDAY AD**  
TUESDAY BY 12PM  
**SATURDAY AD**  
WEDNESDAY BY 12PM  
**RVM - SMC**  
WEDNESDAY BY 12PM  
**TV GUIDE**  
THURSDAY BY 12PM

### PICTURES/ARTWORK

- Grayscale pictures should be at least a resolution of 170 and color photos should be at least a resolution of 200 saved as EPS files. Tiff files are acceptable. Jpegs of 300 dpi can be submitted, but not recommended.
- Color: **All color must be in CMYK format.** Please do not use Pantone, spot or RGB formats.
- Word Documents are accepted for text and mock layouts, but will be rebuilt. Please **DO NOT** send photos and artwork in a Word document, the quality of the extraction will not be great. **Publisher files are not accepted.**

### REMOVABLE MEDIA

We accept CDs and Flash/Jump Drives. Or you may send your files (3MB or less) electronically by email: [composing@clintonherald.com](mailto:composing@clintonherald.com).

*FTP site available upon request.*

#### GENERAL POLICY

- Thirty-day notice of rate revisions will be provided.
- Every effort will be made to comply with requests for specific advertising position, but acceptance of space orders does not imply nor guarantee position. Should position request not be honored, it will not constitute cause for adjustment, refund or rerun.
- Adjustment of Errors: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The Publisher accepts no liability or responsibility for failure to insert an advertisement. The Publisher accepts no liability for any error in an advertisement, regardless of course, except for the cost of the space actually occupied by the error. The Publisher reserves the right to revise or reject, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.
- Advertiser assigns all right, title and interest in layouts, illustrations, paste-ups and printed ads which represent the creative effort and composition of the newspaper to the Clinton Herald.
- Indemnification. The Clinton Herald will not knowingly accept or publish material that is in violation of the law. Advertiser and Agency state that either has the authority to place the advertisement and agree to assume joint and individual liability for contents of all advertisements printed, as well as claim arising therefrom made against the Clinton Herald. Advertiser and Agency agree to jointly and severally identify and hold harmless the Clinton Herald, its officers, servants and employees from all costs, including reasonable attorney fees of the Clinton Herald, caused by publication of any advertisement placed by Advertiser or Agency. Such claims include, but are not limited to, those arising from material which is alleged to be defamatory, in violation of copyright or trademarks or invasive of the privacy of another, regardless of whether such claims are ultimately found to be without merit. It is agreed that the Clinton Herald advertisement accepted by publisher is to appear if such failure is caused by circumstances beyond the control of the Clinton Herald, including, without limitation, acts of God, fires, strikes by newspaper's employees or the employees of other, lockouts, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government.

#### CREDIT & RATE POLICY

All Classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i.e. Help Wanted, Rentals, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

#### COMMISSION & TERMS OF PAYMENT

- Retail advertising rates on this rate card are non-commissionable and available only to retail sales or service establishments dealing directly with the public.
- CASH WITH COPY UNTIL CREDIT APPLICATION IS APPROVED - NO CASH DISCOUNTS ALLOWED.
- All charges due by the 15th of the month following billing.
- Billing period runs from the 1st of the month through the end of the calendar month.
- Earned rates are based on total paid lineage during billing period. Half-lineage repeats are credited at half of the lineage in the ad.
- Payments accepted in U.S. funds only.

#### POLITICAL ADVERTISING POLICY & GUIDELINES

Advance payment in full is required. Advertising must carry the words "Paid Political Advertisement" and the name and address of the organization responsible for placement of the ad. Any political advertising which directly or indirectly mentions opposition must be published in time to give opposition an opportunity to reply.

#### REPRESENTATIVES

Iowa Newspaper Association